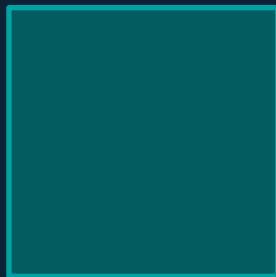


OptiaHQ

A C A D E M Y



Business Intelligence & Analytics Masterclass



Build job-ready analytics skills.

From Excel to SQL to Power BI and AI Cloud automation.

8 Weeks • Live Online • Saturdays & Sundays •

www.optiahq.com

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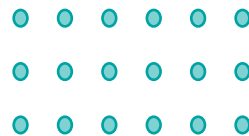
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Why OptiaHQ Academy Exists



Quadri Akeeb

Founder, OptiaHQ Academy

I have sat on recruitment panels where we tried to hire Business Intelligence and Automation Analysts for months. We struggled — not because talent does not exist, but because many candidates are not job-ready.

Most training teaches tools. Very few teach decision influence. That gap is real.

OptiaHQ Academy is not just another training academy. It is an analytics and automation company. Participants are exposed to real industry standards and may have opportunities to intern and gain practical experience.

We should be exporting talent, not importing talent.

Programme Overview

A hands-on, enterprise-grade programme to build job-ready analytics professionals.



Duration

2 Months
(8 Weeks)



Format

Live Online Sessions
2x per week



Schedule

Saturdays & Sundays
WAT Time Zone

What You Will Leave With

- Full command of Excel, SQL, Power BI & AI cloud automation
- A personal analytics portfolio with a complete capstone project
- Ability to present data insights to executive stakeholders
- OptiaHQ Academy Certificate of Completion
- Access to the OptiaHQ alumni network and job referral community

The DRIVE Framework

The 5-stage journey from raw data to real business impact — built into every module

D	Define	Identify the business questions that need answering and set KPI targets
R	Retrieve	Connect data sources, clean and structure into one trusted pipeline
I	Insight	Spot trends, patterns and anomalies — ask WHY, not just WHAT
V	Visualise	Build live automated dashboards designed for CEO clarity, not complexity
E	Execute	Present in business language, track decisions and prove ROI

Course Outline

MONTH 1 — Foundations, Excel Mastery & SQL

Week 1

Analytics Mindset & Business Problem Framing

Week 2

Data Literacy, Structure & Advanced Excel for Analytics

Week 3

SQL for Analysts — Part 1

Week 4

SQL for Analysts — Part 2

Course Outline

MONTH 2 — Power BI & Visualisation Mastery

Week 5

Introduction to Power BI & Data Connections

Week 6

Data Modelling — Fact Tables, Dimension Tables & Relationships

Week 7

DAX — Data Analysis Expressions

Week 8

Dashboard Design, Storytelling & AI Cloud Automation

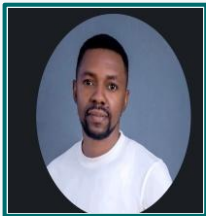
Our Faculty



Quadri Akeeb

Coordinator OptiaHQ Academy

Quadri has worked across Oil and Gas, Power Distribution, Renewable Energy, Fintech and SaaS. He brings real industry frameworks, practitioner experience and a commitment to building Africa's next generation of BI and Analytics professionals.



Joshua

Lead Faculty — Growth & Data

Joshua brings expertise in growth analytics and data strategy, helping participants understand how data drives business expansion and commercial decision-making across sectors.



AbdulGaneey AbdulAzeez

Lead Faculty — Business Strategy

AbdulGaneey brings deep experience in business strategy and enterprise analytics, translating complex data insights into strategic outcomes for organisations across multiple industries.

What You Will Become

Complete the programme and step into one of these high-demand analytics careers

01

02

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Data Analyst

Turn raw data into clear reports and dashboards that help businesses make smarter decisions.

BI Analyst

Bridge the gap between data and strategy — build systems that surface the right information at the right time.

Power BI Developer

Build enterprise-grade Power BI solutions — data models, DAX measures and live executive dashboards.

Growth Analyst

Use data to drive acquisition, retention and revenue — the engine of every modern growth team.

CX Analyst

Measure and improve the full customer journey using data to boost satisfaction and loyalty.



See you
in class!

Contact Us



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optiahq@gmail.com



www.optiahq.com

Building Africa's next generation of analytics leaders